

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
TRANSPORTATION POLICY COMMITTEE MEETING

September 23, 2009
MAG Office, Saguaro Room
Phoenix, Arizona

MEMBERS ATTENDING

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| Mayor Marie Lopez Rogers, Avondale,
Chair | * Mark Killian, The Killian Company/Sunny
Mesa, Inc. |
| Mayor Scott Smith, Mesa, Vice Chair | # Mayor Jim Lane, Scottsdale |
| Councilmember Ron Aames, Peoria | Mayor John Lewis, Gilbert |
| # Kent Andrews, Salt River Pima-Maricopa
Indian Community | Mayor Jackie Meck, Buckeye |
| # Councilmember Gail Barney, Queen Creek | Councilwoman Peggy Neely, Phoenix |
| Stephen Beard, HDR Engineering Inc. | David Scholl |
| * Dave Berry, Swift Transportation | # Mayor Elaine Scruggs, Glendale |
| * Jed Billings, FNF Construction | # Mayor Lyn Truitt, Surprise |
| Mayor James Cavanaugh, Goodyear | Supervisor Max W. Wilson, Maricopa County |
| Mayor Boyd Dunn, Chandler | Felipe Zubia, State Transportation Board |
| * Mayor Hugh Hallman, Tempe | F. Rockne Arnett, Citizens Transportation
Oversight Committee |
| * Eneas Kane, DMB Associates | |
- * Not present
Participated by telephone conference call
+ Participated by videoconference call

1. Call to Order

The meeting of the Transportation Policy Committee (TPC) was called to order by Chair Marie Lopez Rogers at 4:05 p.m.

2. Pledge of Allegiance

The Pledge of Allegiance was recited. Kent Andrews, Councilmember Gail Barney, Mayor Jim Lane, Mayor Elaine Scruggs, and Mayor Lyn Truitt participated by telephone.

Chair Rogers welcomed back former TPC member Mr. Roc Arnett to the committee. She noted that Mr. Arnett was named Chair of the Citizens Transportation Oversight Committee by the Governor.

Chair Rogers announced that the Management Committee recommended approval of agenda items #4C and #4D on September 16, 2009. She noted materials at each place: For agenda item #4B, a revised table that reflected new project change requests and a revised summary transmittal that reflected the Management Committee recommendation for approval; for agenda item #5, the monthly Status Report of ARRA projects, an updated chart of projects, and a revised summary transmittal to reflect action taken by the Management Committee; and for agenda item #8, a copy of the Litter Evaluation Survey report.

3. Call to the Audience

Chair Rogers stated that an opportunity is provided to the public to address the Transportation Policy Committee on items that are not on the agenda that are within the jurisdiction of MAG, or non action agenda items that are on the agenda for discussion or information only. Citizens will be requested not to exceed a three minute time period for their comments. An opportunity is provided to comment on agenda items posted for action at the time the item is heard.

Chair Rogers recognized public comment from George Davis, a resident of Sun City and a member of the Sun City traffic committee. Mr. Davis said that there are three issues connected to grade crossings in Sun City. He stated that safety is an issue; with the widening of Grand Avenue to six lanes with boulevards in between, it will be difficult for people to cross Grand Avenue in the time allotted without a grade crossing. Mr. Davis stated that the second issue is Boswell Hospital, which is on the north side of the Burlington Northern Santa Fe Railroad. He commented that he realized railroads are a necessity and built this country, but if there is a long train and an ambulance has to wait on the south side of the intersection, this could be a serious issue. Mr. Davis stated that traffic is the third issue. He stated that Grand Avenue is a vital artery and its widening has been needed for years. Mr. Davis stated that traffic cannot be interrupted every few blocks by traffic signals without grade crossings or it will cause traffic backups and impede traffic flow. He stated that he discussed this with Supervisor Max Wilson, who agrees and supports this. Mr. Davis encouraged members to consider grade crossings in Sun City at 103rd Avenue and 107th Avenue that will provide safety and traffic flow and be beneficial to the entire community – from Phoenix to Wickenburg to I-40. Chair Rogers thanked Mr. Davis for his comments.

4. Approval of Consent Agenda

Chair Rogers stated that agenda items #4A, #4B, #4C, and #4D were on the consent agenda. She stated that public comment is provided for consent items, and noted that no public comment cards had been received. Chair Rogers asked members if they would like to remove any of the consent agenda items or have a presentation. None were noted. Mayor Dunn moved to recommend approval of consent agenda items #4A, #4B, #4C, and #4D. Councilwoman Neely seconded, and the motion carried unanimously.

4A. Approval of the July 15, 2009, Meeting Minutes

The Transportation Policy Committee, by consent, approved the July 15, 2009, meeting minutes.

4B. Project Changes – Amendments and Administrative Modifications to the FY 2008-2012 MAG Transportation Improvement Program and FY 2010 Arterial Life Cycle Program

The Transportation Policy Committee, by consent, recommended approval of amendments and administrative modifications to the FY 2008-2012 Transportation Improvement Program, as appropriate, to the Regional Transportation Plan 2007 Update, and the FY 2010 Arterial Life Cycle Program. The fiscal year (FY) 2008-2012 Transportation Improvement Program (TIP) and Regional Transportation Plan 2007 Update were approved by the MAG Regional Council on July 25, 2007, and the FY 2010 Arterial Life Cycle Program (ALCP) was approved on June 24, 2009. Since that time, there have been requests from member agencies to modify projects in the program. The project change requests related to ADOT projects include new sign and pavement preservation projects, and financial adjustments to American Recovery and Reinvestment Act (ARRA) funded projects. The majority of local projects being amended or modified into the FY 2008-2012 TIP are paving dirt road projects. These projects were previously approved by the Regional Council to be amended into a draft TIP. Project changes are needed for local projects in the FY 2010 ALCP to align with the FY 2008-2012 TIP. Due to the timing of producing the FY 2011-2015 TIP, it is necessary to amend/modify the paving and ALCP projects in the current TIP for projects to begin. The Transportation Review Committee and the Management Committee recommended approval of the requested changes. Items considered for the first time by the TPC included eight new requests for Project Changes that were determined on September 18, 2009. These projects are noted on page six of the attachment under the table titled: New Requests and noted by the highlighted ADOT project (DOT 07-323) on page one of the attachment. These eight project change requests will be heard for the first time at the TPC. The one freeway project are dependent on the recommended action for the prioritization of the ARRA-Highway funds. The transit projects were recommended for modification/amendments to ARRA-Transit funds by the RPTA Board on September 17, 2009.

4C. Central Mesa Light Rail Transit Locally Preferred Alternative

The Transportation Policy Committee, by consent, recommended approval of the Central Mesa locally preferred alternative as Phase I, which includes light rail transit on a Main Street alignment to the east side of Mesa Drive in accordance with the Regional Transportation Plan (RTP) and the consideration of the Phase II recommendations for future funding consideration as an "illustrative project" in the next RTP update. On June 17, 2009, the METRO Board of Directors approved a locally preferred alternative (LPA) resulting from the alternatives analysis on the technology and alignment to extend high capacity transit improvements in the Central Mesa corridor. The LPA included a light rail transit (LRT) extension on Main Street east to an interim end-of-the-line east of Mesa Drive as Phase I. In addition, METRO also approved forwarding Phase II recommendations to MAG for future funding consideration, which included a future extension of the LRT corridor on Main Street to approximately Gilbert Road and to improve service frequency on the Main Street LINK Bus Rapid Transit to match LRT. The Mesa City Council approved these recommendations on May 18, 2009. The MAG Transportation Review Committee and the Management Committee recommended approval.

4D. Acceptance of the Interstates 8 and 10-Hidden Valley Transportation Framework Study

The Transportation Policy Committee, by consent, recommended (1) acceptance of the findings of the Interstates 8 and 10-Hidden Valley Transportation Framework Study as the surface and public transportation framework for the Hidden Valley area of the MAG region that is bounded by the Gila River on the north, SR-87 and Pinal County on the east, the Tohono O'Odham Indian Community and the Barry Goldwater Range on the south, and 459th Avenue on the west; (2) adoption of a two-mile traffic interchange spacing policy for new freeway facilities within the Hidden Valley area with appropriate planning for non-access crossing of the freeway facilities to facilitate local transportation improvements; (3) acceptance of the findings and implementation strategies as described in the study for inclusion as long-range unfunded illustrative corridors in the Regional Transportation Plan; (4) recommended the affected jurisdictions within the Hidden Valley study area incorporate the study's recommendations into future updates of their general plans; and (5) coordination of this acceptance with the tribal councils of the Gila River and AK Chin Indian Communities. As a follow-up to the Interstate 10-Hassayampa Valley Framework Study, MAG and its funding partners, the Arizona Department of Transportation, the Maricopa County Department of Transportation, Pinal County Public Works, the Town of Buckeye, and the Cities of Goodyear and Maricopa, recognized the need to extend framework planning into southwestern Maricopa County and western Pinal County. Beginning in May 2007, a consultant team began framework planning efforts for a 3,200 square mile study area bounded by Gila River on the north, SR-87 and Overfield Road on the east in Pinal County, the Tohono O'Odham Indian Community and Barry Goldwater Range on the south, and 459th Avenue on the west in Maricopa County. This study is the second framework effort in the MAG region since the conception of the regional freeway network in 1960 and the Hassayampa Study in 2008, to establish a network of transportation facilities to meet the buildout travel demand. The Transportation Review Committee, MAG Management Committee, Transportation Policy Committee, and MAG Regional Council received a briefing on the project's framework recommendation for the Hidden Valley study area. On September 16, 2009, the Management Committee recommended acceptance.

5. Update on the American Recovery and Reinvestment Act of 2009: Reallocation of Unused Funds – Policy Options

Dennis Smith, MAG Executive Director, stated that when the work began on funding projects with the American Recovery and Reinvestment Act of 2009, a monthly update to MAG committees was requested by the TPC. He stated that last month the Management Committee recommended that reprioritizing the American Recovery and Reinvestment Act (ARRA) Highway project list based on the ability to obligate. He introduced a new MAG staff member, Alice Chen, who was responsible for the ARRA project spreadsheet.

Eileen Yazzie, MAG Transportation Programming Manager, stated that on September 16, 2009, the Management Committee recommended reprioritizing the American Recovery and Reinvestment Act (ARRA) Highway project list based on the ability to obligate, and also discussed that the policy issues related to Local ARRA funds would be discussed further and considered in October.

Ms. Yazzie stated that her presentation would focus on the review of the timeline and upcoming deadlines, Highway ARRA projects, Transit ARRA projects, MPO/Local ARRA projects, the status report on the projects funded by ARRA, and discussion and recommendations. She noted that the ARRA funds for transportation in the MAG region for highways, local/MPO projects, and transit total approximately \$300 million.

Ms. Yazzie stated that in March 2009, the MAG Regional Council established a deadline of November 30, 2009, for the ARRA funds designated to the MAG region for local projects to be obligated, and the federal obligation date for all ARRA funds is March 2, 2010. Ms. Yazzie noted that on September 14, MAG was notified by Federal Highway Administration that the obligation deadline for unobligated funds due to project savings is September 10, 2010.

Ms. Yazzie addressed the Highway ARRA funds of approximately \$130 million programmed by MAG. She stated that the MAG Regional Council approved a rank ordered list of 13 projects for funding that totaled about \$194 million. Ms. Yazzie stated that originally five projects (priority order #1, #2, #4, #5, and #6) were programmed, but due to lower costs, two additional Highway projects (priority order #7 and #8) in the MAG region could be funded with ARRA funds. Ms. Yazzie noted that project #3 was SR-802, which is not ready to proceed. She advised that even after funding the two additional projects, there is currently \$14.6 million available to program due to lower costs.

Ms. Yazzie stated that staff has been meeting regularly with ADOT staff to discuss the next projects for funding and it is recommended that the projects to be funded with available ARRA funds be reprioritized based on their project readiness in order to meet the March 2, 2010 deadline. She noted that the issue is that not all of the prioritized projects are ready to go. Ms. Yazzie stated that the next project in priority order is project #9, which needs to go through a regional emissions analysis. She said that project #12 and an auxiliary lane project must undergo a conformity analysis that will be complete by the end of December, and projects #10, #11, and #13 are still under development. Ms. Yazzie stated that the SR-87 project and the 99th Avenue project (a Proposition 300 project), are ready to go. Ms. Yazzie noted that they are looking to reprioritize the original list approved by the Regional Council in order to meet the obligation deadline and spend all of the ARRA funds.

Eric Anderson, MAG Transportation Director, noted that all of these projects will be constructed this fiscal year. He said that this is a funding question on which type of funds will be spent and to ensure that all of the ARRA funds will be spent. Mr. Anderson stated that the priorities shown on this list do not imply that a project will not be funded if they are not on the list – a project could be funded by other funding sources.

Ms. Yazzie stated that there is a backup list of projects that could be funded with ARRA funds if project costs continue to come in lower, however, they feel that the SR-87 project with a cost of \$20 million to \$25 million, would use available ARRA Highway funds.

Ms. Yazzie addressed Transit ARRA funds, and noted that the Regional Council approved a list of Transit projects for ARRA funding that had been forwarded by the Regional Public Transportation Authority (RPTA) Board. She advised that there is no backup list for transit projects. Ms. Yazzie said that Transit projects are coming in under estimate, and it is anticipated that there will be unobligated, available Transit ARRA funds. She stated that on September 17, 2009, the RPTA Board recommended approval of programming ARRA Transit funds, due to lower cost bid from a Mesa park and ride project, to two other Mesa park and ride projects, which were shown on the project change sheet. Ms. Yazzie stated that Transit ARRA discussions have taken place mostly at RPTA and their committees will continue discussions through October, and added that any policy recommendations would be reported back to the TPC.

Ms. Yazzie addressed the MPO/Local ARRA funds and noted that during a discussion with ADOT recently, she learned that only three of approximately 100 projects have obligated. She stated that due to project bids coming in lower than expected and some programmed projects not expected to meet the November 30 deadline set by the Regional Council, they anticipate unobligated, available MPO/Local ARRA funds. Ms. Yazzie said that the Management Committee recommended that work on this continue through the MAG committee process in October.

Ms. Yazzie stated that they have some identified policy options, and she noted that the key factors are project eligibility and project readiness. She stated that the November 30, 2009, deadline was discussed by the Management Committee and concern was expressed that local projects will still be under development and not obligated by that date, but would be able to obligate by March 2, 2010. Ms. Yazzie stated that one thing that could be contemplated as discussions continue is perhaps a modification of the November 30 language.

Ms. Yazzie explained the format of the Status Report on ARRA funded projects by saying that a check mark means that the project development is complete and a date indicates the completed or estimated completion date. She asked members to review their projects with their staff and let MAG staff know if there are any changes.

Mayor Dunn asked how current the report was. Ms. Yazzie replied that it had been finalized September 22. She noted that they are relying on ADOT, Federal Highway Administration, Federal Transit Administration, and the ADOT consultants for the information, and if necessary, the report could be updated. Mayor Dunn asked if MAG staff should be contacted directly if something is noted that needs to be updated. Ms. Yazzie replied that would be fine.

Mr. Smith noted that in the report if the development status says that the environmental work has not started, this could indicate an error, as Mayor Dunn noticed on his project. However, if the environmental work has really not started on a project, that could indicate a problem.

Mayor Smith stated that the number one priority for ARRA funds is spending the money. He asked Ms. Yazzie for her thoughts on the criteria that might be used to ensure this, and added that his concern is that projects might not get done and the funds would be lost. Ms. Yazzie replied that

she thought the Status Report provided the most accurate project development information, and the Report's accuracy could be enhanced even further by adding coordination with member agencies.

Mr. Anderson stated that he thought it was incumbent upon the MAG organization and member agencies to look at clearances on a project by project basis. He said that if a project is in its final design, there is a good chance it will obligate. Mr. Anderson stated that they are also looking at contingency strategies, such as working with ADOT to swap funds to ensure that the ARRA funds are fully obligated in the state. He indicated that he thought it will take almost daily tracking of projects as the November date approaches, and this will require a lot of work with member agencies.

Mr. Beard stated that the TPC extensively discussed the ARRA allocation at the local level and the significant concern at the time was selecting projects and whether they could obligate. He noted that when the TPC was making its recommendations, he was in the minority group that felt projects should be kept at a regional level. Mr. Beard stated that the TPC put in the November 30 date as a pretty hard date and if a project was not obligated by November 30, the list would be reprioritized. He said the TPC needed to be careful and look at which projects are really ready – maybe December and not November – but the longer projects are out there as a maybe, the more problems staff will have. Mr. Beard expressed that he thought everyone was given an opportunity to develop projects, but the caveat was also included that they be done by November or the funds would come back to the committee to take a serious look at reallocation.

Mr. Smith noted that since the policy was approved by the Regional Council, MAG received a thoughtful letter from the Town of Queen Creek, who did everything right on its project, but was impacted by a late start by the ADOT consultant serving the East Valley and will not be able to obligate by November 30. Mr. Smith stated that the question is what to do in that situation: Reallocate the funds or allow them to obligate two months later. He commented that he thought everyone has worked as hard as they could, but this is a huge number of projects to move through the ADOT process.

Mayor Cavanaugh stated that November 30 is a day to assess the degree of uncertainty and if a project will continue, which hopefully, they all will. He indicated that he thought a go/no-go date was needed – a point with absolute certainty the money will be committed. Mayor Cavanaugh stated that if a project lacks near certainty, a project has to be dropped from the list.

Mr. Anderson stated that MAG staff will work with ADOT to determine that date and will report back to the TPC.

Councilwoman Neely expressed that it is vitally important for this region to expend the ARRA Highway funding provided by ADOT and to expend the ARRA funding sub-allocated by MAG. She indicated that it was her understanding that the Management Committee is still considering policies regarding the MAG sub-allocated portion and that will be coming to the MAG committees in October. Councilwoman Neely stated that to ensure that all of the ARRA Highway funding provided by ADOT to MAG is expended, she moved that MAG reprioritize the American

Recovery and Reinvestment Act Highway project list that was approved by the Regional Council on February 25, 2009, based on the ability to obligate. Vice Chair Smith seconded.

Chair Rogers asked if there was discussion of the motion.

Councilman Aames noted that no date was mentioned in the motion and asked if that was to be determined. Councilwoman Neely replied that it was her understanding that the Management Committee would be discussing the ARRA Local funding in October and the topic would be back to the TPC in October.

Councilman Aames asked for clarification if the TPC was voting on the November date. Mr. Anderson replied that the motion deals only with the ADOT Highway projects and to return in October with discussion of Local ARRA projects. He added that ADOT needs action on the Highway projects so it can apply the project savings to other Highway projects.

With no further discussion, the vote on the motion passed unanimously.

6. Building a Quality Arizona Update

Mr. Anderson stated that the statewide transportation planning framework program has been underway for a couple of years, having been initiated following the success of the Hassayampa Framework Study that began in Spring 2006 to study the long range transportation needs in the Valley. He stated that the Hidden Valley Framework Study, which was recommended for acceptance by the TPC on this meeting's consent agenda, began in 2007. Mr. Anderson stated that the statewide effort included an extensive public involvement program and set the table for a true long range transportation plan. He noted that Mr. Zubia is the chair of the Policy Committee for BQAZ at the statewide level.

Mr. Anderson introduced John McNamara, the AECOM consultant for the BQAZ effort, who continued the presentation by Statewide Transportation Planning Framework Process. He reported that based on the successful process that had been conducted in the MAG region and with the urging of the Governor's office and the COG/MPO Association, the State Transportation Board allocated resources to take the framework planning concept statewide. He explained that four framework study areas of the state were identified – Central, Western, Eastern and Northern. Mr. McNamara stated that the collaborative process conducted included regional planning studies, extensive public involvement, an extensive environmental scan, and a review of past planning documents.

Mr. McNamara stated that three scenarios were developed for each of the four areas which fed into the preliminary statewide scenario. He stated that the scenarios were reviewed by the stakeholders and refined and then resubmitted to the COGs and MPOs for comment by their elected officials. Mr. McNamara stated that after this input an overall transportation vision for Arizona was developed. He noted that extensive outreach was conducted, including more than 100 meetings

with stakeholders for each regional framework, and local committee input. Mr. McNamara noted that the BQAZ website includes all of the information that has been developed.

Mr. McNamara stated that multimodalism is the key – creating mobility choices – and moving to 40 to 50 years in the future they anticipate innovations in technology and travel choices. He added that they also anticipate that land use will be more coordinated with transportation decision making. Mr. McNamara stated that they worked extensively with state agencies on sustained growth and preserving economic prosperity in Arizona. He noted that the objective is to connect communities and enhance commerce and the quality of life.

Mr. McNamara stated that the Guiding Principles of the Arizona 2050 Transportation Vision include supporting safe and efficient mobility and access, promoting a sustainable development pattern that links land use and transportation, supporting economic growth, considering Arizona's environment and natural resources, and supporting energy independence (security) and climate change initiatives.

Mr. McNamara stated that the statewide effort really began with the foundation established by MAG with the Hassayampa Valley Roadway Framework Study. He noted that acceptance of the Hidden Valley Transportation Framework Study is next on the agenda and the Transit Framework Study results are anticipated in the next few months.

Mr. McNamara stated that the environmental scan process looked at current and future factors in a very detailed way the issues that will need to be addressed from a transportation perspective. He said that process became the foundation for the regional studies throughout the state. Mr. McNamara stated that the issues and opportunities fed into the issues and opportunities analysis. He noted that this process led to the development of the first statewide transportation model.

Mr. McNamara stated that the scenarios express different philosophies and comprise transportation investments to achieve those assumptions and recognize the diversity of Arizona (each region may view transportation differently). Mr. McNamara noted that the elements of all three, based on statewide input and technical analysis, will form a recommended scenario to guide long-range transportation planning.

Mr. McNamara stated that Scenario A: Personal Vehicle Mobility assumes that the predominant method of travel will be the personal vehicle; that vehicle technology and efficiency (types of vehicle and fuel) will evolve over time; that there will be a modest increase in transit investment; and that land use patterns will remain as they are today and discussions on Smart Growth will not happen.

Mr. McNamara stated that Scenario B: Transit Mobility assumes an emphasis on enhanced transit use; a shift to using transit for regular trips (work, school, shopping, etc.); more travel choices, including looking at rail connections, and land use patterns remaining such as they are today.

Mr. McNamara stated that Scenario C: Focused Growth is a balance of Scenarios A and B, and includes a balance of roadway and transit investments. He said it would probably include more focus on Smart Growth than currently.

Mr. McNamara stated that the scenarios have a number of common features. For roadways, the common features include enhanced capacity on all Interstate highways in the state, development of east and west high-capacity alternatives to I-17, a high-capacity bypass south and west of metro Phoenix, and enhanced capacity through new and improved facilities in the Sun Corridor Megapolitan region. He said that common features for transit/rail include transit to varying degrees, expansion of intercity bus service to activity centers and tribal communities, and enhanced capacity through new and improved facilities in the Sun Corridor Megapolitan region.

Mr. McNamara stated that all the scenarios included consideration of bordering states and binational transportation requirements, in particular, economic opportunities.

Mr. McNamara stated that the last piece of the effort is the Statewide Rail Framework, which recognizes that rail could be a very important part of Arizona's future. He said that as the modeling for 2030 and 2050 was completed, it became obvious that even ten-lane freeways would not be able to handle all the travel demand and we would need to look to alternative modes. Mr. McNamara stated that as the population increases, the economy will become more diversified and freight railroads will begin to play a more important role. He noted that the Statewide Rail Framework will make recommendations for passenger and freight rail systems, outline rail-related economic growth potential, maximize existing rail infrastructure, complement other transportation system components, address economic and sustainability issues, explore mutually beneficial partnerships, and position Arizona as a rail partner in the southwest region.

Mr. McNamara stated that thirteen strategic passenger and freight rail opportunities were outlined in the draft framework study. He added that this rail effort will also look at best practices in other regions and states for managing rail going forward.

Chair Rogers thanked Mr. McNamara for his presentation and asked if there were any questions.

Councilwoman Neely stated that the presentation sounded different than the one given at the League of Cities conference in Tucson. She asked Mr. McNamara to define how the economic growth areas were determined. Mr. McNamara replied that they used the general plans of cities and towns provided to them by the COGs and MPOs to identify economic growth activity centers.

Councilwoman Neely stated that the most telling thing to her during the presentation in Tucson was the method for the next steps in implementing a plan like this or paying for it across the state. She asked Mr. McNamara to address where he might be leaning to address this because this is something the TPC really needs to debate. Mr. McNamara replied that they are not going to recommend a financial strategy for this effort. He commented that there are a lot of unknowns beyond their control. Mr. McNamara stated that they are outlining a menu and best practices from other places. He stated that this has been an unconstrained exercise relative to defining

transportation and he would say it could cost many hundreds of billions of dollars when added up. Mr. McNamara stated that the update of the state long range transportation plan was recently initiated by ADOT, and this will be a handoff to the long range transportation plan team in January. He stated that the team will be working with this long range vision to develop the 20-year capital plan for the state. Mr. McNamara added that they will be setting some rough priorities.

Councilwoman Neely stated that most of the economic growth will occur between Flagstaff and Tucson, but this plan spreads it across the state. She said that she noted few benefits for the current economic centers, and a lot spread around the outside area and this concerned her quite a bit. Councilwoman Neely stated that she could not read the maps and that was a large concern to her in Tucson.

Councilwoman Neely asked Chair Rogers if that is what she understood. Chair Rogers replied that she heard the same thing.

Mr. Smith stated that the focus of the League presentation was the areas outside Pima and Maricopa Counties. He added that this statewide study acknowledges that the MAG Regional Transportation Plan will drive what is going on in this region. Mr. Smith stated that the other point made there was that 82 percent of the population will live in three counties. He said that the question is whether we have a strategic plan to generate wealth for Arizona in three counties or is this effort more in a silo. Mr. Smith expressed concern we will have limited money to invest in Arizona, and with a \$4 billion to \$6 billion deficit, if there is new money in these three counties, what is the best return on the investment so that all of Arizona will become wealthier. He noted that MAG is participating in a study with ASU on the three counties to see how they can become more globally competitive, and commented that some of the results might be woven into this effort. Mr. Smith commented that if there are a few targets for economic development, it is important to ensure the proper infrastructure is in place, whatever the county.

Councilman Aames expressed that he was glad to see commuter rail implementation before intercity rail implementation, however, before commuter rail is light rail. He stated that he did not see an emphasis on growing light rail in the most dense parts and we should not assume we have all of the light rail and Tucson streetcar we need. Mr. McNamara replied that there is quite a lot of emphasis on light rail and modern streetcar embedded because the PAG Regional Transportation Plan Update and the MAG Transit Framework Study are incorporated into the state framework. He explained that it includes approximately 250 percent of the light rail we know today in Phoenix and a significant investment in the Tucson modern streetcar and bus rapid transit. Mr. McNamara stated that the presentation in Tucson was geared toward rural members and not as much emphasis was given to the regional studies, which were automatically included in the statewide framework and clearly support the economic activity center growth in Phoenix and Tucson metro areas, and secondarily focused on the area that will end up accommodating 75 percent to 80 percent of the population and employment at buildout. Mr. McNamara apologized for any confusion this may have caused.

Chair Rogers expressed her concern that MAG and PAG were not noticeable on the maps.

Supervisor Wilson asked if they looked at options in addition to traditional practices, that there might be a better way to move more people for fewer dollars. Mr. McNamara indicated that he thought it was a combination of both. He said that there are continued investments in existing roadways and the addition of new corridors, such as the Hassayampa and the US-93 upgrade. Mr. McNamara stated that in terms of new technologies, especially in Scenarios B and C, is a major emphasis on expanding light rail, modern streetcar and bus rapid transit, and moving toward commuter rail and then to high speed rail. He stated that new technologies could take us in new directions and perhaps reduce our need for air travel. From a policy perspective, megapolitan areas should grow in a more focused growth direction, and by using some land use and economic development principles, some reductions in transportation should be expected. Mr. McNamara stated that they tried to tap the best knowledge and expertise to 2050, but not too far out on the edge. He added that historically, we do change slowly, but need to look out because technology is moving rapidly as seen in the last five to ten years.

Mr. Zubia expressed his appreciation to Mr. Smith and Mr. Anderson for the acknowledgement and providing a roadmap because ADOT looks to MAG for planning. He stated that MAG is the best transportation planning organization in the state and one of the best in the nation. Mr. Zubia stated that Mr. McNamara and AECOM staff have been helpful in guidance. He commented that even though the effort is wrapping up, this is really a starting point. Mr. Zubia stated that this is an unconstrained vision for the future of transportation in Arizona and the constrained part is the five year TIP. He stated that the middle part is the state mandated transportation plan, and these three plans are what the state is working toward to guide future transportation decisions. Mr. Zubia stated that MAG and PAG define their own destinies. He recognized Councilwoman Neely's concern to not over emphasize the rural areas and said that needs do need to be addressed, but expansion needs to happen in a logical way, not just build roads for the sake of having them out there. Mr. Zubia stated that just wanted to point out that this is a starting point and not a be-all, end-all.

Chair Rogers noted that rural and metro areas have similarities where there is a dependence on having your own vehicle.

Councilwoman Neely expressed her appreciation for Mr. Zubia's work. She recalled the recent failed attempt for a statewide funding proposition. She stated that the biggest need falls in the three counties and expressed concern how to go about paying for this plan. Councilwoman Neely stated that the TPC needs to discuss that because if the plan is that we find a statewide mechanism to take care of rural needs, she believe that would be detrimental to the area where the majority of the population resides. She stated that is what concerned her about the presentation in Tucson. Councilwoman Neely commented that she understands the needs of small communities because she came from a community of 500 people. Councilwoman Neely stated that she was aware of the budget deficit here and that is with this region having its own tax. She stated that she is a politician who watches to see what this is going to accomplish, and if a statewide tax is passed and the Legislature sees needs emphasized in the rural areas and funding goes to those areas, it could dilute the capacity to take care of needs where the population base is. Councilwoman Neely expressed

that was her fear. She added that we need to ensure that the population base and the people paying the tax are being served, or this Valley could be shut down in 40 years.

Mr. Arnett asked if it made sense to consider a couple of alternatives to the plan be discussed. He said that he has heard discussed the concept of three counties and adding Santa Cruz and southern half of Yavapai County and commented that it seemed reality required considering other options than a statewide program and there ought to be additional options as we move forward.

Mr. McNamara noted that for the sake of brevity, the presentation did not cover project by project, but within the study is a strong recognition of the population centroid being in this location as we move out forty years. He said that if he had to guess without the statistics before him, he would say more of the transportation investments were identified in that location. Mr. McNamara stated that what Mr. Arnett suggested will be identified in the recommended scenario. He stated that an intense amount of investment in that corridor was identified in terms of new freeways, commuter rail, intercity rail, and eventually high speed rail, that would overwhelming if the TPC saw it. Mr. McNamara assured the TPC their concerns were being taken care of. He stated a very extensive public involvement process would be conducted in early November on the recommended scenarios and will include the input from the TPC. Mr. McNamara stated that they will accomplish what is being asked.

Mr. Smith suggested that the state might conduct some legal research to see if it is possible for the Legislature come back and sweep the funds from a statewide measure that goes to the vote of the people. He added that he believed that this happened in Colorado. Mr. Smith stated that there might be some logic for a county by county measure so the funds could not be swept.

Chair Rogers asked if this item would be presented to the Regional Council. Mr. Smith replied that was correct. Chair Rogers asked if input from the TPC would be incorporated into the Regional Council presentation. Mr. McNamara replied that it would.

7. Legislative Update

Nathan Pryor, MAG Senior Policy Planner, provided an update on legislative issues of interest. He said that he would report on the FY 2010 Appropriations and status of Reauthorization. Mr. Pryor stated that the House and Senate have passed their versions of the FY 2010 Appropriations and they are in conference committee. He noted that the differences between the bills – on high speed/intercity rail, a national infrastructure bank, and Senate add-ons – are expected to be resolved soon.

Mr. Pryor then provided an update on Reauthorization. He said that SAFETEA-LU expires the end of September and Chairman Oberstar wanted to get a bill through but has conceded it will not happen. Mr. Pryor reported that the House introduced a three-month extension which passed this day. Mr. Pryor stated that the Senate is supporting an 18-month extension as offered by the White House. He stated that there might be a continuing resolution with a 30-day SAFETEA-LU extension, a compromise between three months and 18 months, or a different scenario due to a

change in the composition of Congress after the 2010 election. Mr. Pryor noted that the upcoming week will be a busy one in Congress and he will provide an update at the Regional Council meeting.

Chair Rogers thanked Mr. Pryor for his report. No questions from the committee were noted.

8. Don't Trash Arizona Litter Prevention and Education Update

Kelly Taft, MAG Communications Manager, provided an update on efforts to reduce freeway litter in the MAG region through the Don't Trash Arizona Litter Prevention and Education Program. Ms. Taft stated that concern over ADOT cutbacks on litter pickup due to budget constraints, compounded by the increase in freeway lane miles resulted in the TPC including \$279 million in the Regional Transportation Plan for landscape maintenance, which includes litter control.

Ms. Taft stated that a Joint Resolution passed in 2003 by MAG and ADOT included the development of a long-term litter prevention program, which includes trying to change the behavior of litterers. Ms. Taft stated that they conducted research to develop the program, including looking at litter programs across the US and globally, and conducting telephone surveys and focus groups. She stated that research showed that the primary litter offenders tend to be males aged 18-34.

Ms. Taft stated that the program's key messages are: Litter is ugly. It's unhealthy. It's unsafe. She reported that they utilized a variety of strategies and tactics to best reach the target demographic, including public relations, media relations, paid advertising, school outreach, and development of partnerships. Ms. Taft reported that they continue to host information booths at special events, and this year they secured the lenticular board that was on display in the lobby. She explained that with the theme, "Let's make litter disappear," the board magically changes from a photo of a littered freeway to a clean freeway as you pass by. Ms. Taft stated that at the mall people can answer questions about littering, recycling and dangerous debris on a trivia "wheel of fortune" game. She added that they also distribute brochures, surveys, litterbags and other informational materials.

Ms. Taft stated that they disseminate information through the Don't Trash Arizona Web site, which includes news and information and a reporting form where you can report violations. Ms. Taft stated that there is also a section to download educational materials and project ideas, and four interactive games that teach players the consequences of littering.

Ms. Taft stated that a new event for us this year was the development of a motivational speaker's tour to reach out to students at community colleges and vocational schools. She advised that the surveys distributed at the end of the sessions help them refine anti-littering messages. Ms. Taft stated that they are producing a 15 minute video on littering and anticipate distribution to municipal cable channels next month.

Ms. Taft stated that the message on unsecured loads is also a part of the program and they have been asking traffic reporters to use the term "dangerous debris" when they are reporting on items that are causing traffic backups.

Ms. Taft stated that this year nearly 1,600 radio spots have aired with 6.2 million impressions, and added to the efforts since 2006, at least 30 million audience impressions have been made.

Ms. Taft stated that the scope of work for the program mandates that an evaluative process be conducted to measure success, and WestGroup Research has just completed the program's third scientifically valid telephone survey. She then reviewed some of the key findings. Ms. Taft noted that half of Arizona residents indicate they have heard the slogan, Don't Trash Arizona, which is a 16 percent increase from 2006. She added that 62 percent of the target group stated awareness. Ms. Taft stated that awareness of the Litter Hotline increased 56 percent among the general population, and 66 percent among the target population. She reported that awareness of the litter Web site among the target group increased 229 percent. Ms. Taft stated that the survey showed that while fewer of the males aged 18 to 34 admitted to littering, many respondents admitted to trash blowing or falling from their vehicles and littering cigarette butts.

Ms. Taft stated that there was a shift in perception of those who see litter as a big problem, and whether this is due to increased pickup or fewer people are littering, the improving perception of the cleanliness of our roadways is a positive trend. She advised that complaints to ADOT have fallen significantly, as have litter citations, and many believe Don't Trash Arizona has influenced these results.

Ms. Taft stated that an amount of \$300,000 is budgeted for this program in FY 2010. Based on the successes experienced, next month MAG will recommend to the Management and Executive Committees that the contract for this program be extended. Chair Rogers thanked Ms. Taft for her report and asked members if they had questions.

Mr. Scholl stated that it is important to reach a target audience in campaigns. He said there are probably hundreds of people in driver's school several times per week. Mr. Scholl suggested working with the Motor Vehicle Department and companies that provide driver's training to devote 15 minute to 30 minute modules to litter prevention. Ms. Taft noted that her teenage son, who recently completed a driver's education course, indicated that no litter prevention information was provided during training. She said that she would like to follow up on Mr. Scholl's idea and perhaps get a letter of support from the TPC.

Mr. Zubia stated that many in the target audience are in the construction industry and suggested providing a Don't Trash Arizona trash bag when they pick up a building permit.

9. Request for Future Agenda Items

Chair Rogers asked members if they had topics or issues of interest for a future Transportation Policy Committee meeting. She stated that the Brookings Institution gave a great presentation at the National League of Cities and asked when they would be providing a report to MAG. Mr. Smith responded that they will be at the National Association of Regional Councils Conference the following week and he would ask them when they could come to MAG.

Mr. Scholl asked if the issue of financing and funding for the statewide framework study could be tracked since so much concern had been expressed by members.

10. Adjournment

There being no further business, Mayor Dunn moved to adjourn, Councilmember Aames seconded, and the meeting adjourned at 5:35 p.m.

Chair

Secretary